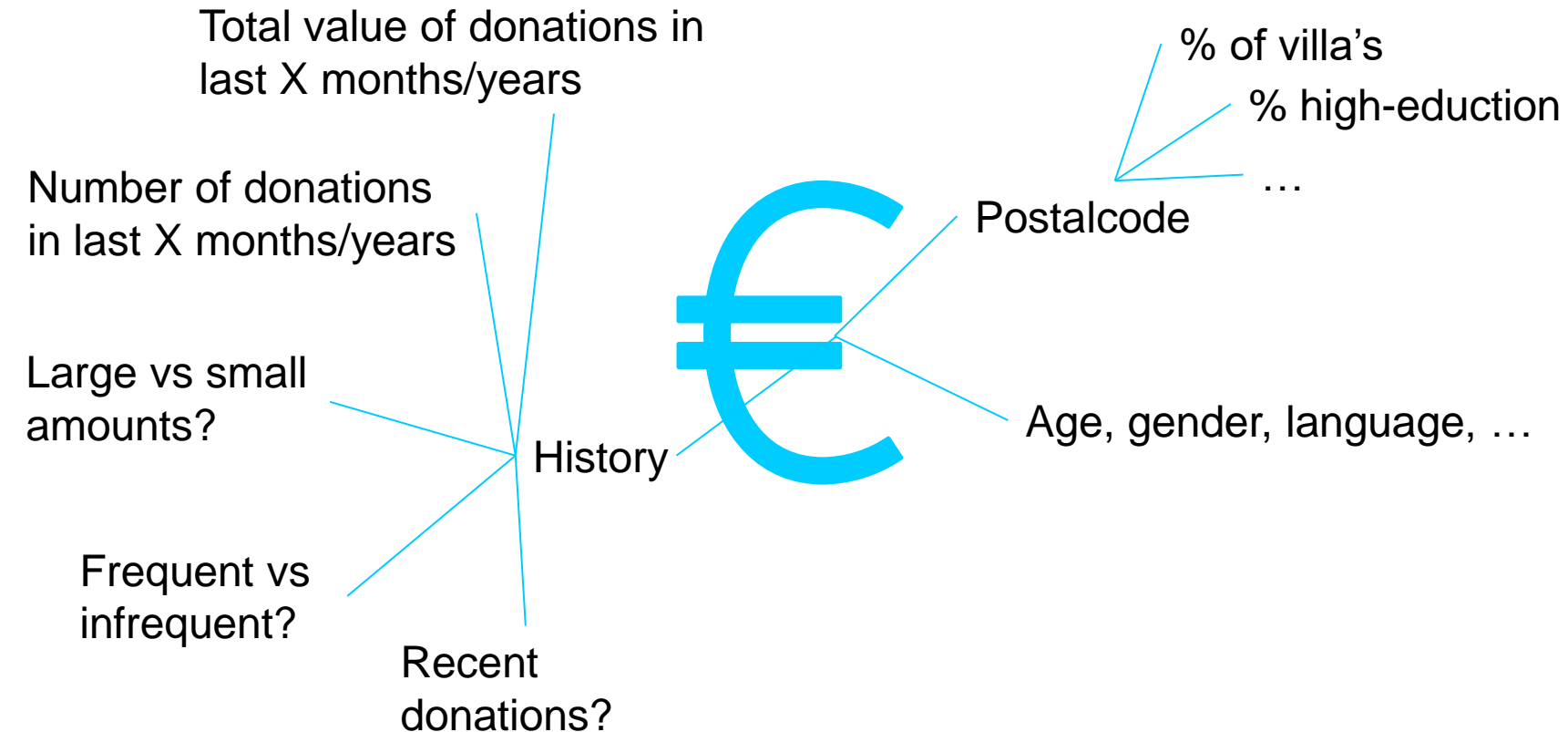


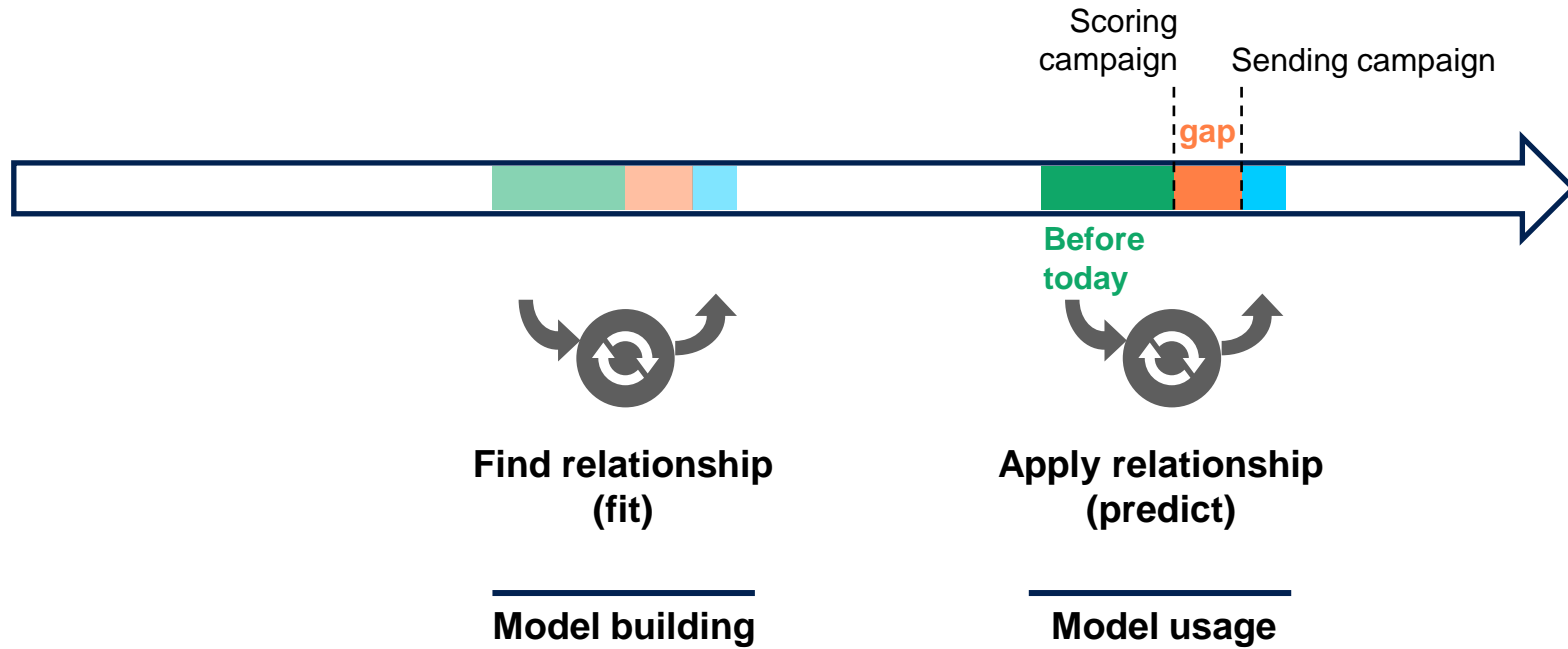
# Final project

# Feature engineering

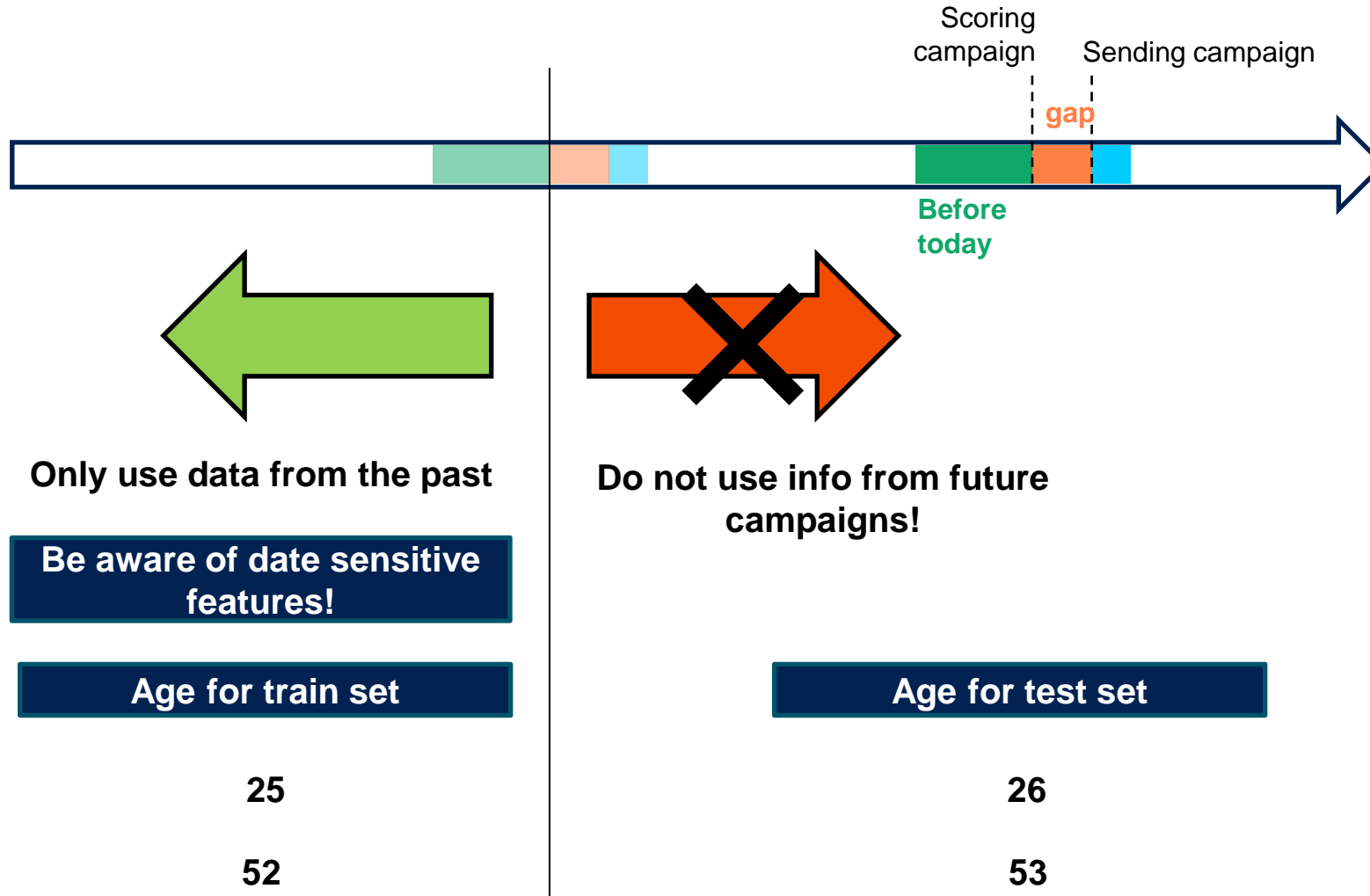
**Be creative. What could be a good predictor for donating to the campaign?**



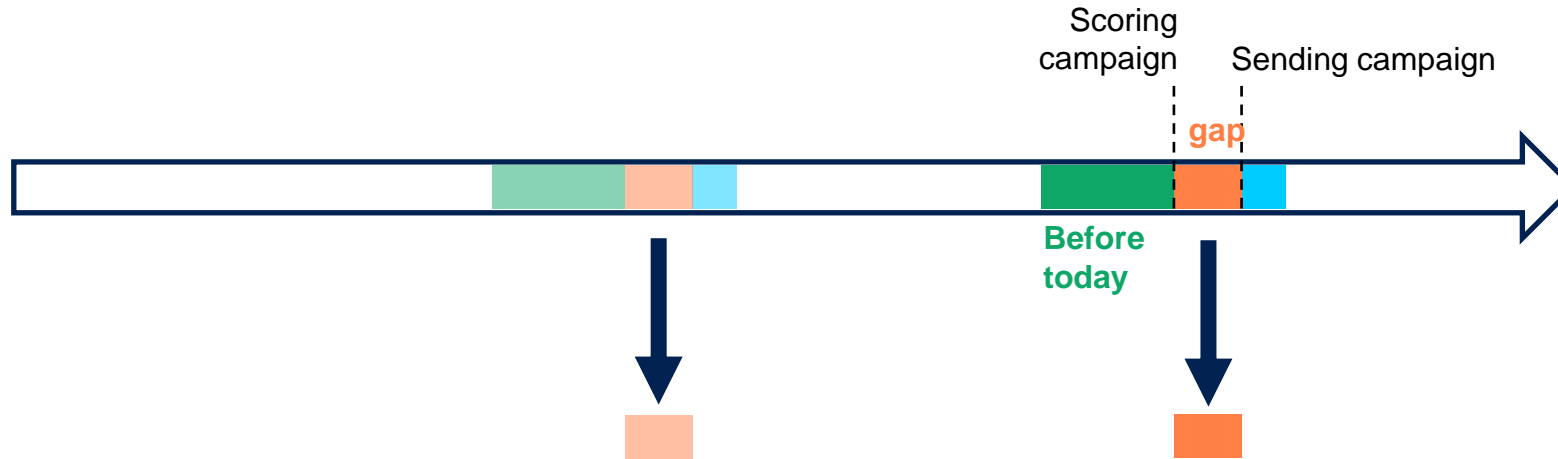
# Watch your timeline



# Watch your timeline



# Watch your timeline



Time gap training

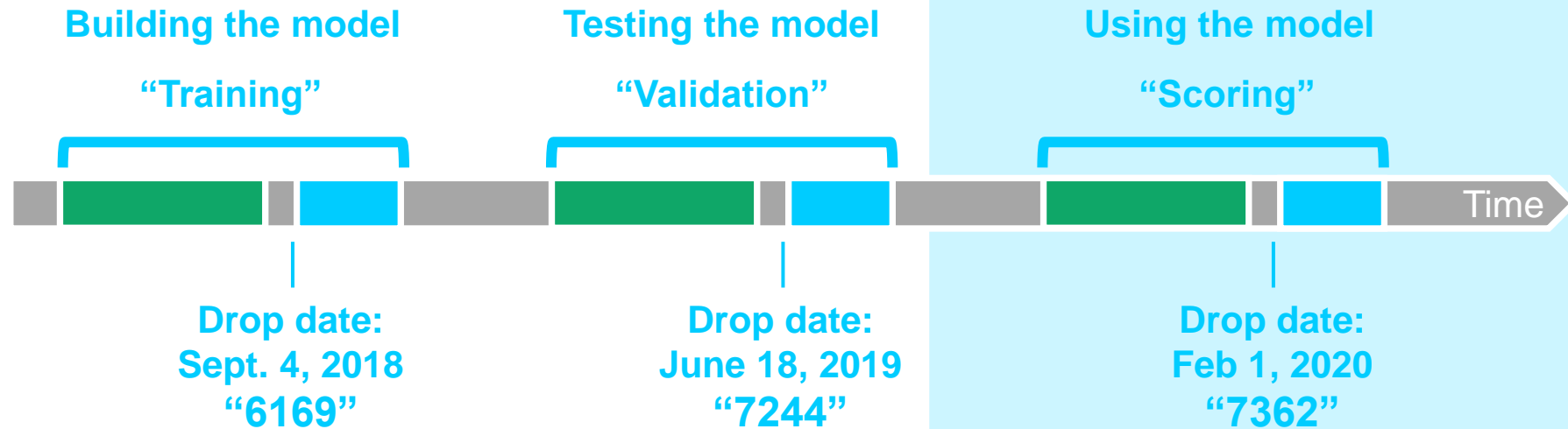


Time gap testing

You train a model to  
“predict most likely donors in  
***X days*** from today”

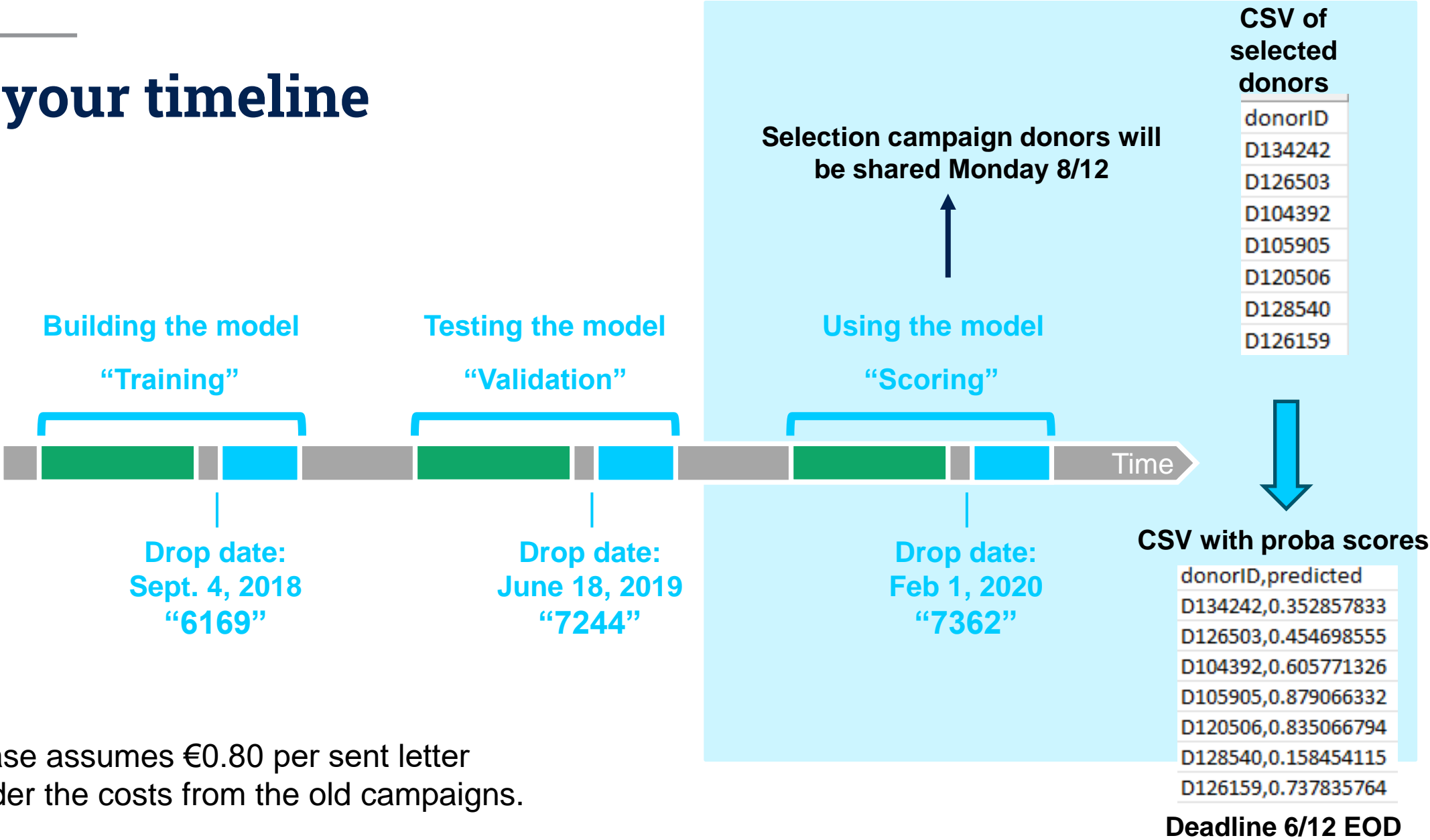
You use the model to  
“predict most likely donors in  
***X days*** from today”

# Watch your timeline



Business case assumes €0.80 per sent letter  
Don't consider the costs from the old campaigns.

# Watch your timeline



Business case assumes €0.80 per sent letter  
Don't consider the costs from the old campaigns.